

WINONA RESEARCH, INC.  
8200 Humboldt Ave. So.  
Minneapolis, MN 55431

TALLY SHEET

(MENTHOL) IN-DEPTH  
NO. 1602-20644  
DECEMBER, 1982

TOTALS

6

REFUSED TO BEGIN: ||||| |

TERMINATES:

Q.1A - AGE: ||||| ||| |

12

Q.1B - OVER QUOTA 18-34: \_\_\_\_\_

OVER QUOTA 34-54: \_\_\_\_\_

Q.2 - MALL EMPLOYEE: |

1

Q.3 - PAST 3 MONTHS PARTICIPATION: \_\_\_\_\_

*no-smoker*

Q.4 - NON-FILTER CIGARETTES: ||||| ||| |

12

Q.5 - MENTHOL CIGARETTES: ||| |

2

Q.6 - OVER QUOTA REG/KINGS: \_\_\_\_\_

OVER QUOTA LONGER/100'S/120'S: \_\_\_\_\_

Q.7 - NOT STARRED BRAND: \_\_\_\_\_

OVER QUOTA FULL-FLAVOR: \_\_\_\_\_

OVER QUOTA LOW-TAR: \_\_\_\_\_

Q.8 - OVER QUOTA FEMALE: \_\_\_\_\_

OVER QUOTA MALE: \_\_\_\_\_

ETHNIC: \_\_\_\_\_

Q.11 - REFUSED TO PARTICIPATE: \_\_\_\_\_

Q.12 - UNABLE TO PARTICIPATE: \_\_\_\_\_

COMPLETES: MALE 18-34: \_\_\_\_\_

MALE 35-54: \_\_\_\_\_

FEMALE 18-34: |

FEMALE 35-54: \_\_\_\_\_

|

FULL-FLAVOR: \_\_\_\_\_

LOW-TAR: |

|

REG/KINGS: |

LONGER/100'S/120'S: \_\_\_\_\_

|

BLACK: |

WHITE: \_\_\_\_\_

|

CITY: Nanuet

TOTALS --->

37

INTERVIEWER NAME: Kerry Stryker

DATE: 12-11-82

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